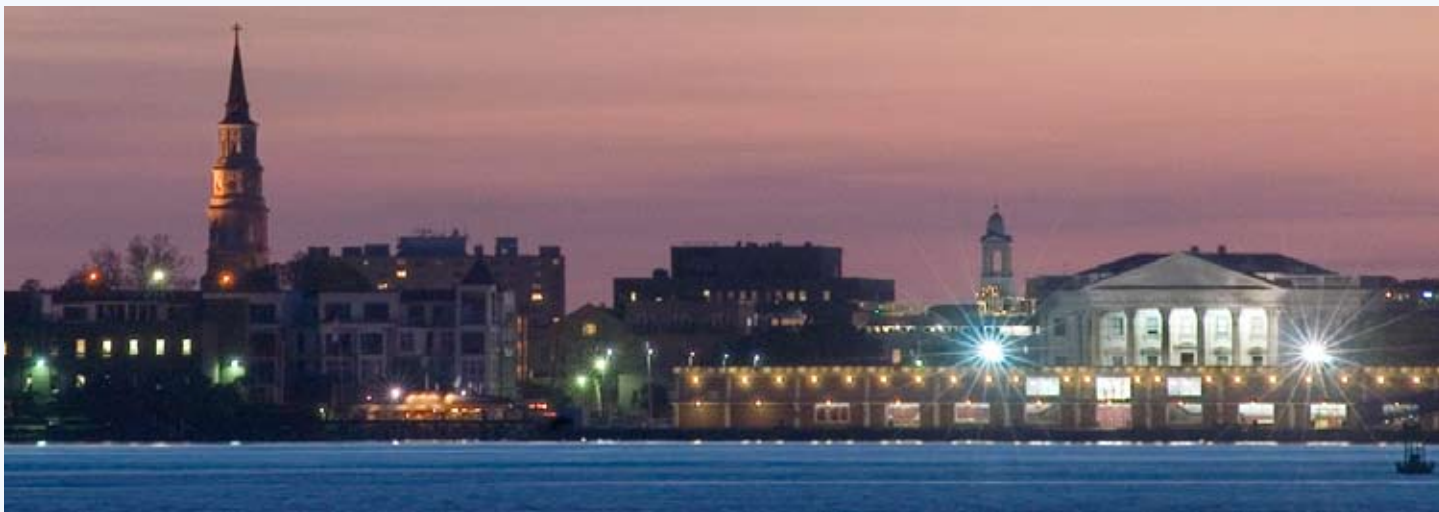


Cruise Operator Benefits: Port of Charleston

PORTCHARLESTON



Historic Charleston

Charleston is a premier tourism destination. World renowned for its preservation of historic architecture and culture, Charleston offers cruise operators an outstanding point of embarkation with many pre-trip and post-trip excursion opportunities. Unlike many ports, Charleston's passenger terminal is located in the heart of the historic district, just a short walk from the pier and in close proximity to a variety of restaurants and lodging options ranging from chain hotels, to world-class resorts, to boutique B&Bs. Once in the city, passengers will experience the trademark charm and hospitality that has led *Conde Nast Traveller* readers to rank Charleston in the top 10 U.S. destinations for 14 consecutive years. The CVB in Charleston is your key marketing ally to help you pull all these benefits together into an attractive landside advantage for your cruise line and prospective passengers.

Drive Market

Charleston's drive market (350 miles/5 hours) includes 33 major metropolitan areas and a population of approximately 32 million. This is solid cruise client base that is well-served by shorter auto travel to the Port of Charleston versus the South Florida ports. I-26 Forms the spine of inland transportation for Charleston. This interstate highway connects Charleston to I-95, I-20, I-77, I-85, I-40 and all the cruise passengers living in markets served by those freeways. We also believe that a vast untapped cruise market for Charleston extends into Ohio and West Virginia via I-77. For this market automotive travel to a cruise port in a warm, popular destination city like Charleston represents an excellent growth opportunity. In essence, Charleston has a highly populated drive market that likes to cruise and prefers the historic charm of Charleston and the convenient highway access.

Air Market

Having said that, many passengers do prefer to travel via air and Charleston offers modern, beautiful airport with direct flights to Atlanta, Charlotte, Greensboro, Cincinnati, Memphis, Chicago, Detroit, Minneapolis, Houston, Washington DC, Newark, New York, and other major metropolitan markets. Charleston is more than a drive market. We deliver a strong local base, but also deliver deeper inland reach that can prove valuable in filling the ship with profitable passengers.

Porthole Cruise Magazine ranked Charleston one of the top 10 most romantic ports of call...the only continental U.S. port on their list.

Navigation

From a navigational operations perspective, your experience in the Port of Charleston will be a breeze. Dockside draft is 42 feet, mean low water. The harbor channel is -45 feet MLW and the entrance channel is 47 feet MLW. There are no bridges to sail under so there are no air draft issues. While Charleston has a beautifully protected and calm harbor, the passenger terminal is a short one-hour transit from the open sea making for easy, all-tide access for your ships.

Cruise Itineraries

Charleston's location is ideal for cruise itineraries to Bermuda, the Eastern and Western Caribbean (including Mexico), and the Bahamas.

The Bundle is the Benefit

The Port of Charleston's unique ability to bundle these qualities represents a genuine opportunity for cruise operators to run popular and profitable cruises out of Charleston throughout the year. This is a market with a proven record, but with still greater potential remaining to be tapped by the savvy cruise operator. As a group, the SCSPA, the Charleston CVB, and our entire cruise team stand ready to be your ally in tapping this market.